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## **ORGANIC COMPANIES: MORE PROMOTION OF CSR NEEDED**

Organic companies need to do more to attract attention to their Corporate Social Responsibility (CSR) initiatives, according to the Biological Farmers of Australia (BFA).

A recent report published by The Organic Monitor, looked at the various initiatives undertaken by beauty companies to reduce their social and environmental footprints and illustrates that companies need to deliver not just impeccable financial results but they must also be accountable for their social and environmental impacts.

“The use of the Australian Certified Organic Bud logo, recent winner of the CHOICE Award for Best Food Endorsement Program, is by far the most clear and concerted action a company can take in relation to CSR,” BFA Standards Convener Dr Andrew Monk said.

Corporate Social Responsibility (CSR) is the corporate self regulation which expresses a company's commitment to ethical behaviour, improvement of quality of life for the workforce, the community and also to minimise corporate impacts on the environment.

The report - *Strategic Insights: CSR & Sustainability in the Beauty Industry* highlighted that while a growing number of beauty companies are communicating their green initiatives and publishing CSR & sustainability annual reports, research shows that the majority of consumers do not know or are uncertain what companies support sustainable values or which products are sustainable.

Dr Monk said there's an opportunity for corporations including governments to support the organic industry through procurement policies, thereby boosting their own CSR initiatives.

“There is a range of good social responsibility outcomes for companies using, producing or trading in organic products,” he said.

“This includes elimination of products that use synthetic agrichemicals in their production chain, and therefore into the environment including waterways. The animal welfare aspects of organic, banning cages and feedlotting as well as other best management practices are also recommended,” Dr Monk said.

Dr Monk said the BFA believes that these examples, plus numerous other benefits outlined in the BFA's Australian Organic Standard, are further reason why supporting organic is best for our health, the environment and social responsibility.

“This entire package of organic ‘goods’ enables companies to be transparent in their values while being part of a rising tide of companies recognising the consumer demand for both transparency in labelling and the production of foods and fibres - there's an integrity that backs up the certified organic labelling,” he said.

For a summary of the report, visit [www.organicmonitor.com/r1805.htm](http://www.organicmonitor.com/r1805.htm). For further information on the certified organic industry visit [www.bfa.com.au](http://www.bfa.com.au).

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### **For more information:**

Jamie O'Brien

Dr Andrew Monk

Editor & Media Officer

BFA Standards Convenor

(07) 3350 5716 ext 222

0429 960 044